

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM555843

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	NUNC PRO TUNC ASSIGNMENT		
<b>EFFECTIVE DATE:</b>	06/01/2019		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
Western Marketing, Inc.		12/20/2019	Corporation:
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	RelaDyne, LLC		
<b>Street Address:</b>	8280 Montgomery Road, Suite 101		
<b>City:</b>	Cincinnati		
<b>State/Country:</b>	OHIO		
<b>Postal Code:</b>	45236		
<b>Entity Type:</b>	Limited Liability Company: DELAWARE		
<b>PROPERTY NUMBERS Total: 4</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	2251354	PREFERRED CHOICE	
<b>Registration Number:</b>	4587160	PREFERRED CHOICE	
<b>Registration Number:</b>	4653759	VALUE CHOICE	
<b>Registration Number:</b>	4653760	VALUE CHOICE	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	5132416234		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent using a fax number, if provided; if that is unsuccessful, it will be sent via US Mail.</i>			
<b>Phone:</b>	5132412324		
<b>Email:</b>	mfrey@whe-law.com		
<b>Correspondent Name:</b>	Michael G. Frey		
<b>Address Line 1:</b>	441 Vine Street		
<b>Address Line 2:</b>	2700 Carew Tower		
<b>Address Line 4:</b>	Cincinnati, OHIO 45202		
<b>ATTORNEY DOCKET NUMBER:</b>	RELA-53		
<b>NAME OF SUBMITTER:</b>	Michael G. Frey		
<b>SIGNATURE:</b>	/michael.g.frey/		
<b>DATE SIGNED:</b>	01/03/2020		

OP \$115.00 2251354

**Total Attachments: 2**

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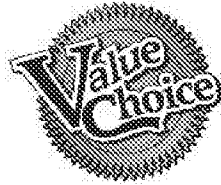
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## TRADEMARK ASSIGNMENT

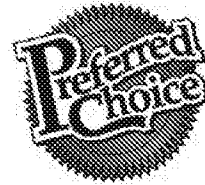
THIS ASSIGNMENT made by and between Western Marketing, Inc., a corporation organized under the laws of the State of Texas, with an address at 8280 Montgomery Road, Cincinnati, Ohio 45236 (hereinafter referred to as "Assignor"), and RelaDyne, LLC, a limited liability company organized under the laws of the State of Delaware, having a place of business at 8280 Montgomery Road, Suite 101, Cincinnati, Ohio 45236 (hereinafter referred to as "Assignee"), shall be effective as of the date of execution.

WHEREAS Assignor has adopted, used and is using the marks set forth below (hereinafter, the "Marks") in connection with the goods associated with the marks:

- **VALUE CHOICE**, used with transmission oil, diesel exhaust fluid, anti-freeze, coolants, and tractor fluid consisting essentially of transmission oil and hydraulic oil, as well as gear oil, hydraulic oil, and passenger car motor oil;
- **VALUE CHOICE and Design** (shown below), used with transmission oil, diesel exhaust fluid, anti-freeze, coolants, and tractor fluid consisting essentially of transmission oil and hydraulic oil, as well as gear oil, hydraulic oil, and passenger car motor oil;
- **PREFERRED CHOICE**, used with gear oil, hydraulic oil, transmission oil and tractor fluid consisting essentially of transmission oil and hydraulic oil; and
- **PREFERRED CHOICE and Design** (shown below), used with transmission oil, diesel exhaust fluid, anti-freeze, coolants, and tractor fluid consisting essentially of transmission oil and hydraulic oil, as well as gear oil, hydraulic oil, and passenger car motor oil;



VALUE CHOICE and Design



PREFERRED CHOICE and Design

WHEREAS Assignor is the owner of existing federal registrations of the Marks in the United States Patent and Trademark Office, Registration Nos. (hereinafter, the "Registrations"), and

WHEREAS the Assignee desires to acquire the entire right, title and interest in and to the Marks and the Registrations, together with the goodwill of the business to which the Marks pertain;

NOW THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, Assignor hereby assigns and transfers to Assignee, *nunc pro tunc* as of June 1, 2019, the entire right, title and interest in and to the Marks, including the right to take legal action and recover for past infringements thereof and to enjoin future infringements, together with the goodwill of the business symbolized by the mark, as well as the entire right, title and interest in and to the Registrations.

**WESTERN MARKETING, INC.**

  
\_\_\_\_\_  
Signature

By: ASHLEY RICKMAN  
Name (print)

Its: DIRECTOR OF MARKETING  
Title / Position

Date: 12/20/19  
Date of Execution